

### **AMENDMENTS TO THE CLAIMS**

Please amend claims 2, 6 and 16. Following is a complete listing of the claims pending in the application, as amended:

1. (Cancelled)
2. (Currently Amended) A method comprising:  
receiving at least one instruction to automatically generate a set of language-specific ~~email~~electronic mail messages containing content associated with marketing research, wherein the at least one instruction includes an indication of a list of recipients and an indication of a pre-assembled content set for use in automatically generating the set of language-specific ~~email~~electronic mail messages containing the content associated with marketing research, the pre-assembled content set including at least a first version of the content in a first language and a second version of the content in a second language;  
based on the received instruction, automatically generating the set of language-customized electronic mail messages containing the content associated with marketing research, wherein at least a first one of the electronic mail messages is customized for a first recipient having a first language preference, wherein at least a second one of the electronic mail messages is customized for a second recipient having a second language preference, and wherein automatically generating each of the language-customized electronic mail messages in the set includes:  
identifying a preferred language of an electronic mail recipient from the list of recipients;  
selecting and writing header information to an electronic mail message based on the identified preferred language, wherein the header

information includes character coding information that is selected based on the preferred language;  
selecting, from the pre-assembled content set, a language-appropriate version of the content associated with marketing research based on the identified preferred language; and  
writing a body to the electronic mail message, wherein the writing includes inserting the selected language-appropriate version of the content associated with marketing research; and  
sending each of the language-customized electronic mail messages to an appropriate electronic mail recipient.

3. (Previously Presented) The method of claim 2 wherein the preferred language is identified by querying a database of the system.

4. (Canceled)

5. (Previously Presented) The method of claim 2 wherein the character coding information comprises one or more of a MIME-Version header field, a content type header field, a content transfer encoding field and a character set parameter of the content type header field.

6. (Currently Amended) A method comprising:

receiving, as part of an electronic mail generation system, at least one instruction to automatically generate a set of language-specific email-electronic mail messages including content associated with marketing research, wherein the at least one instruction includes an indication of a list of recipients and an indication of a pre-assembled content set for use in automatically generating the set of language-specific email-electronic mail messages containing the content associated with marketing research, the pre-assembled content set including at least a first

version of the content in a first language and a second version of the content in a second language;

determining, as part of the electronic mail generation system, a preferred language of an electronic mail recipient from the list of recipients, wherein the electronic mail generation system is a part of a market research system;

selecting and writing header information to an electronic mail message based on the preferred language;

based on the preferred language, selecting from the pre-assembled content set, a language-appropriate version of the content and writing a body to the electronic mail message, wherein the body includes the selected language-appropriate version of the content; and

sending the electronic mail message to the electronic mail recipient.

7. (Previously Presented) The method of claim 6 wherein the electronic mail message is generated automatically in response to an event of the market research system.

8. (Original) The method of claim 2 wherein the recipient is expressed in a manner dependent on the preferred language.

9. (Original) The method of claim 8 wherein the method further comprises sending the electronic mail message to the recipient expressed in the language dependent manner.

10. (Previously Presented) The method of claim 2 wherein the method further comprises selecting an at least partially completed, pre-assembled culturally appropriate salutation for the recipient based on the preferred language.

11. (Previously Presented) The method of claim 10 further comprising automatically completing the at least partially completed, pre-assembled culturally appropriate salutation based on the recipient's name and the preferred language; and writing to a body of the electronic mail message the completed culturally appropriate salutation.

12. (Cancelled)

13. (Previously Presented) An apparatus comprising:  
a storage medium having stored therein a plurality of programming instructions designed to perform a plurality of operations, including  
a first operation to determine, as part of an electronic mail generation system, a preferred language of an electronic mail recipient,  
a second operation to write header information to an electronic mail message based on the preferred language,  
a third operation to select, based on the preferred language, a version of content for writing to the body of the electronic mail message, wherein the version of content is selected from a collection of content that includes multiple versions of the content, including a first version of the content that has been pre-translated into a first language and a second version of the content that has been pre-translated into a second language;  
a fourth operation to write a body to the electronic mail message, wherein the writing includes inserting the selected version of content; and  
a fifth operation to send the electronic mail message to the electronic mail recipient; and  
a processor coupled to the storage medium to execute the programming instructions.

14. (Previously Presented) The apparatus of claim 13 wherein the programming instructions are also designed to perform a sixth operation to query a database of the system to determine the preferred language.

15. (Original) The apparatus of claim 13 wherein the programming instructions are designed to include in said header information, character coding information based on the preferred language.

16. (Currently Amended) The ~~apparatus~~ apparatus of claim 15 wherein the character coding information comprises one or more of a MIME-Version header field, a content type header field, a content transfer encoding field and a character set parameter of the content type header field.

17. (Previously Presented) An apparatus comprising:  
a storage medium having stored therein a plurality of programming instructions designed to perform a plurality of operations, including  
a first operation to determine, as part of an electronic mail generation system, a preferred language of an electronic mail recipient,  
a second operation to write header information to an electronic mail message based on the preferred language,  
a third operation to select, based on the preferred language, a version of content for writing to the body of the electronic mail message, wherein the version of content is selected from a collection of content that includes multiple versions of the content, including a first version of the content that has been pre-translated into a first language and a second version of the content that has been pre-translated into a second language;  
a fourth operation to write a body to the electronic mail message; and  
a fifth operation to send the electronic mail message to the electronic mail recipient; and

a processor coupled to the storage medium to execute the programming instructions, wherein the electronic mail generation system is a market research system, and the programming instructions further implement the market research system.

18. (Previously Presented) The apparatus of claim 17 wherein the programming instructions automatically generate the electronic mail message in response to an event of the market research system.

19. (Previously Presented) The apparatus of claim 13 wherein the programming instructions expresses the recipient in a manner based at least in part on the preferred language.

20. (Original) The apparatus of claim 19 wherein the programming instruction are further designed to send the electronic mail message to the recipient expressed in the language dependent manner.

21. (Original) The apparatus of claim 13 wherein the programming instructions are further designed to determine a culturally appropriate salutation for the recipient based on the preferred language.

22. (Original) The apparatus of claim 21 wherein the programming instructions are further designed to construct the culturally appropriate salutation based on the recipient's name and the preferred language, and to write to a body of the electronic mail message the culturally appropriate salutation.